

#18 Amended
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)

ROBERT S. BLOCK)

Group Art Unit: 2711

Application No.: 08/697,542 JUN 18 1999)

Examiner: Vivek Srivastava

Filed: August 27, 1996)

For: METHOD AND APPARATUS FOR)
INFORMATION LABELING AND)
CONTROL)

RESPONSE UNDER 37 C.F.R. § 1.111

JUN 22 1999

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

In response to the Office Action dated February 18, 1999, please amend the application as follows:

IN THE CLAIMS:

Please amend the claims as follows:

34. (Twice Amended) A method for scheduling an advertisement during a program, the program having a program information label which rates the instantaneous content of the program at at least two levels, the method comprising the steps of:

scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program;

determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of the program; and

[transmitting] scheduling said one advertisement within the program at a time based on the instantaneous content level of the program information label.